GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:648
ANSWERED ON:24.07.2003
EARNINGS THROUGH ADVERTISEMENTS
P.R. KHUTE

Will the Minister of RAILWAYS be pleased to state:

(a) whether Railways are offering their sites including rail coaches and other properties for displaying advertisements on them to augment its income;

(b) if so, the income made by the Railways on account of advertisements during 2001-2002;

(c) whether any drive has been launched in this regard; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI BANDARU DATTATRAYA)

(a): Yes, Sir.

(b): Rs. 41.76 crores (approximately)

(c) & (d) : The Railways have made efforts by giving newspaper advertisements, publishing information brochures, having meetings with advertising companies from time to time and establishing direct contact with prospective sponsors. Officers have been nominated on the Zonal Railways to co-ordinate in this respect.